

Footfall Report for: Godalming Town Centre

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2022	2021	2022	2021	2022	2021
Godalming Town Centre	12.5%		12.0%		17.7%	-7.2%
South East	22.8%	24.4%	14.9%	101.1%	8.0%	-14.6%
UK	31.0%	19.0%	25.6%	68.4%	5.1%	-19.2%

Benchmark calculations (Year on Year and Week on Week) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

Headlines

The total number of visitors to Godalming Town Centre for the last 52 weeks is 2,716,608 which is 12.5% up on the previous year.

The total number of visitors for the year to date is 2,670,819 which is 12.5% up on the previous year.

The total number of visitors to Godalming Town Centre in week commencing 19 December 2022 was 65,615.

The busiest day in week commencing 19 December 2022 was Saturday with 12,555 visitors.






















The peak hour of the week was 11:00 on Saturday 24 December 2022 with footfall of 2,068.

Footfall by week

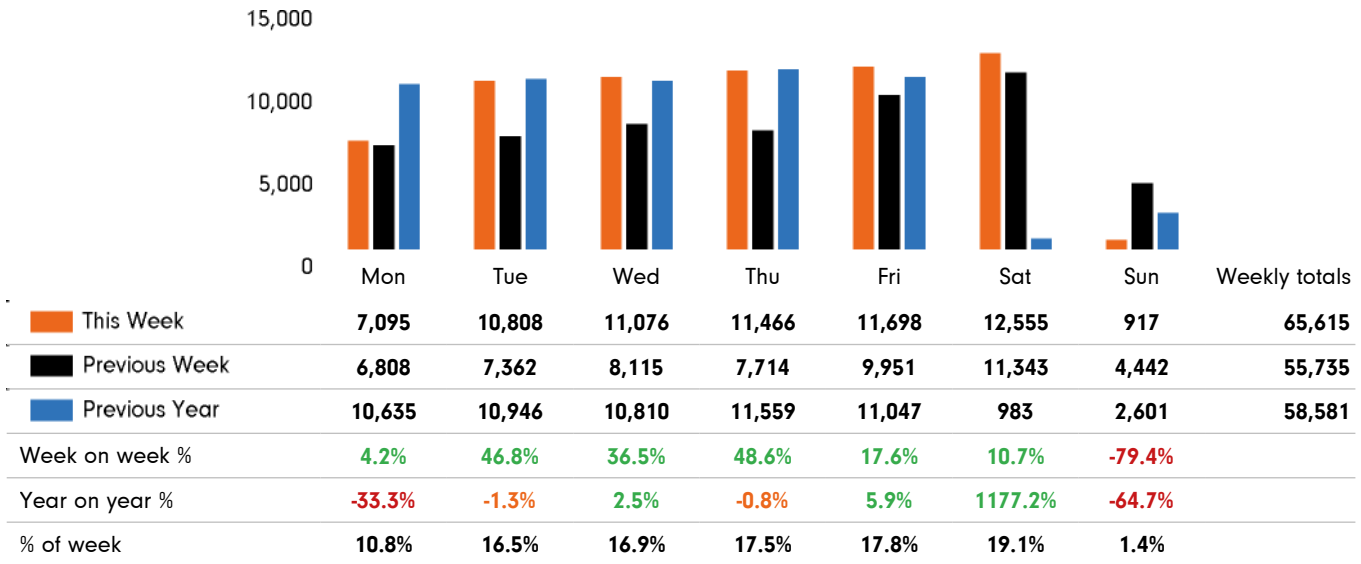


■ This Week
 ■ Previous Week
 ■ Previous Year

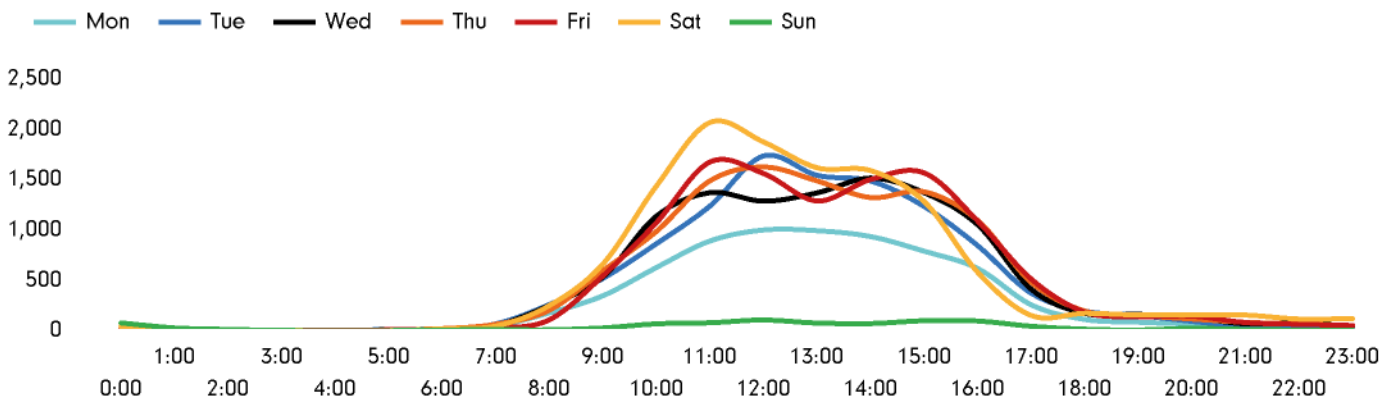
Weather

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	 11°	 13°	 13°	 11°	 12°	 13°	 11°
Previous week	 0°	 0°	 1°	 1°	 1°	 3°	 5°
Previous year	 7°	 6°	 5°	 11°	 10°	 8°	 11°

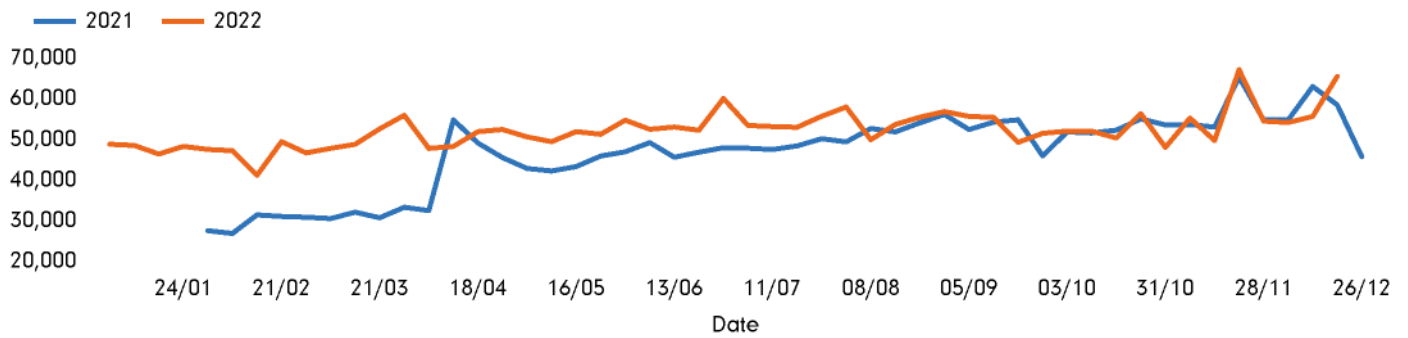
Footfall by day



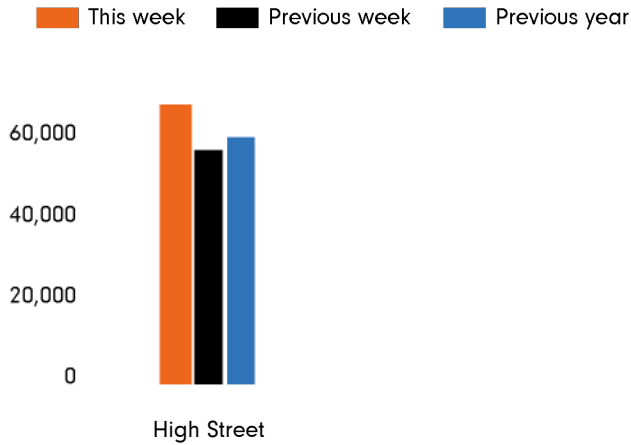
Footfall by hour



Footfall by week



Footfall by location



This Week	65,615
Previous Week	55,735
Previous Year	58,581
Week on week %	17.7 %
Year on Year %	12.0 %

Reporting dates

This week - 19 December 2022 - 25 December 2022

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week1, 2022 to Week 51, 2022 Vs Week 1, 2021 to Week 51, 2021

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week51, 2022 Vs Week 51, 2021

Week on Week % Change is the % change in footfall for this week from the previous week. Week51 2022 Vs Week 50 2022

